

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$1,000.00	08/22-08/24	6	1	6	\$6,000.00	
		Buyline Comment: WAKE UP										
	2	W-F	7A-9A		:30	\$1,500.00	08/22-08/24	6	1	6	\$9,000.00	
		Buyline Comment: TODAY SHOW										
	3	W-F	10A-11A		:30	\$450.00	08/22-08/24	3	1	3	\$1,350.00	
		Buyline Comment: TODAY SHOW III										
	4	W-F	11A-12P		:30	\$325.00	08/22-08/24	3	1	3	\$975.00	
		Buyline Comment: RACHEL RAY										
	5	W-F	12P-1230P		:30	\$425.00	08/22-08/24	6	1	6	\$2,550.00	
		Buyline Comment: NEWS										
	6	W-F	1P-2P		:30	\$425.00	08/22-08/24	3	1	3	\$1,275.00	
		Buyline Comment: DAYS										
	7	W-F	2P-3P		:30	\$325.00	08/22-08/24	3	1	3	\$975.00	
		Buyline Comment: DRS										
	8	W-F	3P-4P		:30	\$450.00	08/22-08/24	3	1	3	\$1,350.00	
		Buyline Comment: DR. PHIL										

Rep Order#	6844290	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 08/21/2012 9:49 AM
Last Received: 08/21/2012 9:05 AM
Showing Buylines: All Lines

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Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() .ROMNEY 4 PRESIDENT
Product	ROMNEY FOR PRESIDENT
Estimate#	337
Buyer	STEPHANIE KINCAID
Phone#	
Fax#	

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //337
Flight Dates 08/22/2012 - 08/28/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	W-F	4P-430P		:30	\$700.00	08/22-08/24	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	10	W-F	430P-5P		:30	\$700.00	08/22-08/24	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	11	W-F	5P-630P		:30	\$1,200.00	08/22-08/24	6	1	6	\$7,200.00	
		Buyline Comment: NEWS										
	12	W-F	630P-7P		:30	\$1,300.00	08/22-08/24	6	1	6	\$7,800.00	
		Buyline Comment: JEOPARDY										
	13	W-F	7P-730P		:30	\$1,300.00	08/22-08/24	3	1	3	\$3,900.00	
		Buyline Comment: WHEEL										
	14	W-F	11P-1135P		:30	\$1,100.00	08/22-08/24	6	1	6	\$6,600.00	
		Buyline Comment: NEWS										
	15	W-F	1135P-1235A		:30	\$750.00	08/22-08/24	3	1	3	\$2,250.00	
		Buyline Comment: TONIGHT SHOW										
	16	SA	6A-7A		:30	\$350.00	08/25-08/25	2	1	2	\$700.00	
		Buyline Comment: NEWS										
	17	SA	7A-9A		:30	\$625.00	08/25-08/25	2	1	2	\$1,250.00	
		Buyline Comment: SAT TODAY										
	18	SA	5P-630P		:30	\$650.00	08/25-08/25	3	1	3	\$1,950.00	
		Buyline Comment: NEWS										
	19	SA	630P-7P		:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
		Buyline Comment: JEOPARDY										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	SA	7P-730P		:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
		Buyline Comment: WHEEL										
	21	SA	9P-11P		:30	\$2,000.00	08/25-08/25	1	1	1	\$2,000.00	
		Buyline Comment: STARS EARN STRIPES										
	22	SA	11P-1135P		:30	\$1,100.00	08/25-08/25	2	1	2	\$2,200.00	
		Buyline Comment: NEWS										
	23	SA	5A-530A		:30	\$825.00	08/25-08/25	1	1	1	\$825.00	
		Buyline Comment: NEWS										
	24	SA	530A-6A		:30	\$825.00	08/25-08/25	1	1	1	\$825.00	
		Buyline Comment: NEWS										
	25	SU	6A-7A		:30	\$325.00	08/26-08/26	1	1	1	\$325.00	
		Buyline Comment: NEWS										
	26	SU	7A-8A		:30	\$625.00	08/26-08/26	1	1	1	\$625.00	
		Buyline Comment: SUN TODAY										
	27	SU	8A-9A		:30	\$3,000.00	08/26-08/26	1	1	1	\$3,000.00	
		Buyline Comment: MEET THE PRESS										
	28	SU	9A-930A		:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
		Buyline Comment: NEWS										
	29	SU	930A-10A		:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
		Buyline Comment: CHRIS MATHEWS										
	30	SU	11P-1135P		:30	\$1,100.00	08/26-08/26	2	1	2	\$2,200.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .ROMNEY 4 PRESIDENT

Product ROMNEY FOR PRESIDENT

Estimate# 337

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

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Flight Dates 08/22/2012 - 08/28/2012

Hiatus Weeks

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---REPORT TOTALS---

Report Totals: 84 / \$73,325.00

---SALES MONTHLY TOTALS---

Aug 12: 84 / \$73,325.00

Sep 12: 0 / \$0.00

Sales Totals: 84 / \$73,325.00

Station Totals: 84 / \$73,325.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$282,019	CATV	0%	KBLR	0%	KINC	0%	KLAS	49%	KSNV	26%
		KTNV	14%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	11%
		XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE